

7 September 1984

MEMORANDUM FOR THE RECORD

FROM :

Chief, Western Europe Division, EURA

25X1

SUBJECT: Western Europe TV Coverage

1. Television has become an integral part of life in Western Europe, much as it did in the United States a decade or so ago. (Indeed, there are more VCRs per capita in the United Kingdom than anywhere else in the world.) Television has now replaced newspapers as the primary medium of opinion informing and influencing; its analyses, as short and superficial as they may be, are the primary source of people's information. Thus, our traditional source of information on how public opinion is being shaped and/or informed -- days-old newspapers -- no longer is an accurate reflection of reality. [redacted]

25X1

2. Our interests in real-time or near real-time TV coverage fall into three broad areas: (a) current news events, unpredictable in nature but generally caught by regular news broadcasts; (b) scheduled programming, on the order of periodic talk shows like "Agnonsky and Company" or interview shows like "Meet the Press," or aperiodic programs such as press conferences or specials (on the order of NBC "White Papers" or "CBS Reports"; and (c) special events, such as parliamentary debates, major speeches, or election coverage. [redacted]

25X1

3. Topics of interest are so wide-ranging (and generally obvious) that listing them is practically meaningless. A limited sample would include coverage of local and national political developments; strikes and other labor unrest; political or terrorist violence of any kind, plus the government response; commentary by government officials or specialists on economic developments, including coverage of regional problems; and any events of direct interest to US policymakers such as anti-nuclear demonstrations. [redacted]

25X1

4. Our first priority would be live relays of evening news, which we would receive here from mid to late afternoon. The single best coverage would almost certainly be the BBC's regular news wrap-ups of world events. Not only are the quality and objectivity of BBC's programs generally above average, but they would reach the most analysts without translation. Live relays

of regular West German and French news programs would be our second priority for regular daily coverage. [REDACTED]

25X1

5. On a spot basis, our experience with this week's Canadian election is illustrative of the overwhelming value of live television. [REDACTED] highly praised by our readers for their incisiveness and life, qualities garnered from watching live interviews with winners and losers and obtaining observers' analyses on the spot. Moreover (a point often missed), the detail and facts provided by TV coverage often are unmatched by any other medium except perhaps newspapers -- and then with a lag of several days. In the Canadian case, two days after the election we were still waiting for detailed returns of a quality comparable to those we had received from live telecasts. [REDACTED]

25X1

25X1

6. Attached are lists of programs of particular interest to country analysts, based on their reviews of TV guides provided by OCR. Most of the guides were published in August, when many Europeans are on vacation and TV is a vaster wasteland than usual. A longer list of scheduled and unscheduled programs could be provided now that political and economic life is returning to normal. [REDACTED]

25X1

7. We clearly are at the very beginning of a process, but it is one that is analytically quite exciting. West European analysts have expressed great interest in the possibilities of expanded TV coverage and have offered to work closely with FBIS in feedback and requirements. [REDACTED]

25X1

## Attachment

Western Europe -- Selected Programs of Interest  
Based on a Sampling of August 1984 TV Program Guides

### United Kingdom

ITV News, Daily, 1830 and 2115  
ITV "Link," Sundays, 1100  
Channel 4, "Face the Press," Sundays, 1745  
BBC 1 "Panorama"  
BBC 1 News, Daily, 2200

### West Germany

Plusminus, 1. Programm, Friday, 2150-2230.  
Bonner Perspektiven, 2. Programm, Sunday, 1910-1930  
Der Internationale Frueschoppen, 1. Programm, Sunday, 1200-1245  
Heute, 2. Programme, daily except Saturday and Sunday, 1900-1930  
Heute Journal, 2. Programme, daily except Saturday and Sunday,  
2145-2205

### France

Daily newcasts  
"L'Heure de verite," Antenne 2, Sundays, 2200  
"Politiques," TF1, Thursdays, 2130  
"Journal et Cinq Jours en Bourse," TF1, Fridays, 2350

### Spain

"La Clave," weekly talk show  
"La Vispera de Nuestro Tiempo" (depending on the subject covered)  
Regular newscasts

### Italy

Channels 1 and 2, "Telegiornale," daily, 2200

### Belgium

RTBF (Francophone TV in Belgium) News, daily, 2000 in RTB1  
Ce Soir, daily, 1905 -- Events in Brussels and Wallonia

Netherlands

Channel 1 Avro Magazine - news analysis/commentary, Sundays, 1305  
Channel 2 News, 0800, 1000, 1300, 1800, 2030, 2355 PM

Canada

CBC, The "National Question Period", Mon-Fri, 2200-2300, Sun.  
Afternoons.

Sweden

Aktuellt, TV1, daily 1800-1815 and 2100-2130  
Rapport, TV 2, daily, 1900-1930

Denmark

TV Avisen, daily, 1930-2000  
Sondaqs Avisen, Sunday, 1930-2030

Iceland

Frettit Og/vedur, daily, 2000-2025

Norway

Evening news, daily, 2230

Finland

Evening news, commercial channel, daily, 2200  
Evening news, state TV (YLE), daily, 2000  
Aijankohtainen Kaakonen, weekly news program, broadcast time  
uncertain